

## Sticky Sites

### What is a sticky site?

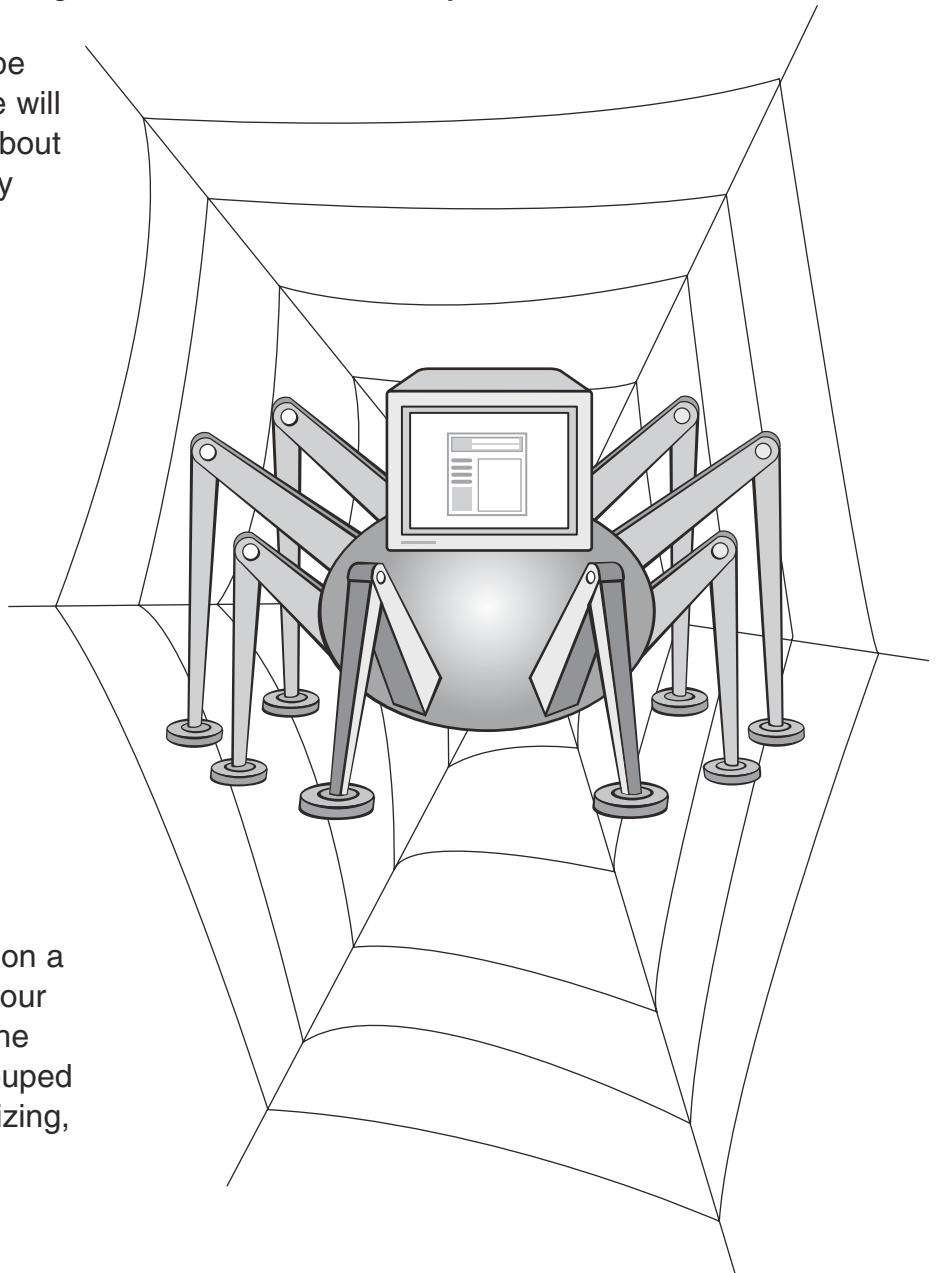
Picture a spider spinning its web. If a small insect flies into the web, it gets stuck. That's good news for the hungry spider. Now picture yourself flying around (oops, surfing!) the World Wide Web. You happen upon a site. You find yourself spending a lot of time there and visiting often. You've found a sticky Web site. Sticky sites are popular sites. Commercial sites are intended to be popular because then more people will see the ads or brands, feel good about what is advertised, and want to buy the products.

### What shows that a site is sticky?

Software programs count the number of individuals who visit, which pages are visited, and in what order. The software program can also tell how long a visitor stays at each page and which ads the visitor clicks on. These measurements help show what parts of the site visitors like most.

### What features make a site sticky?

The exact list of features depends on a person's interests. What you like, your friends may not like. However, all the possible sticky features can be grouped into the three C's: content, customizing, and community.



Name \_\_\_\_\_ Date \_\_\_\_\_

Site Name \_\_\_\_\_ URL \_\_\_\_\_

## Content



Content is the stuff to see, do, or find at the site. Content may be factual information (as in an encyclopedia), news (as in a newspaper or magazine), and extras such as free E-mail, games, music, pictures, and jokes. Tons of good content and content that changes often make a Web site sticky.

What kinds of content are at this site?

\_\_\_\_\_

Which content is the “stickiest” for you? Why?

\_\_\_\_\_

## Customizing

Many sites use what they know about you to personalize what you see or do at the site. For example, a site might allow you to change the way its home page looks. Another site might ask you to register so that when you return, it can give you the particular content that especially interests you. These kinds of customizing, or personalizing, make the site stickier.



How could this site be changed to meet your needs?

\_\_\_\_\_

## Community



Sites that make visitors feel connected to one another create a feeling of belonging, or community. For example, a game site might post the screen names of high scorers for all to see. A homework site might let kids post messages about school. Other sites might encourage kids to join a club, take part in an opinion poll, or enter a contest. When visitors connect often enough they begin to care about one another. Making people care about one another helps makes a site sticky.

What features at this site make people feel like they are part of a community?

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